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Golden Delicious

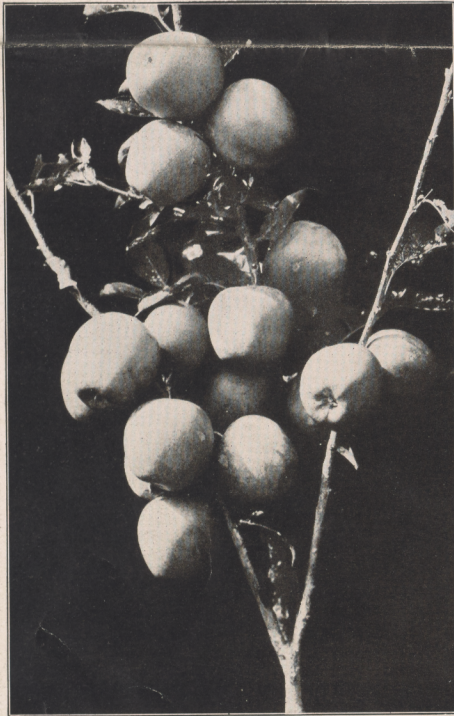
Queen of all Yellow Apples

THE world has long been waiting for a really great yellow apple. Just imagine the greatness of its triumph when such an apple comes!

To begin with, red apples cannot take the place of yellow ones, any more than cherries can take the place of plums. The yellow apple is in a class by itself. It looks different, tastes different and *is* different from a red apple. The public wants its red varieties, but it wants its golden ones also. The world demand for a really delicious, long keeping yellow apple will persist as long as people eat fruit. Heretofore there has never been an all around successful late keeping, high quality, golden apple. No really great yellow apple has been put on the market up to this time. Of excellent red apples we have many varieties competing for the buyer's attention, but the throne of the yellow apple has been left vacant.

True, there are a few excellent yellow apples to be had, but none of them are entirely satisfactory, long keepers; many of them can be grown only in restricted localities, and the one that comes nearest to universal excellence—the Grimes Golden—is not a late winter keeper, and is susceptible to collar-rot, a weakness which greatly restricted its planting until we grew it by our Double-Life Process.

Therefore, a really great yellow apple—one that bears young, is prolific, resists disease, cold and drought, ships well, keeps well in common cellar storage, lasts through the winter and on into the spring, and has a rich, delicious, spicy flavor, a fine grained, crisp, breaking texture, and a delicious juiciness—is destined to experience the greatest apple triumph of modern times.



18-Months-old Top Graft of Golden Delicious Bearing a Heavy Crop at Louisiana, Mo. This is Certainly a World's Record for Young and Heavy Bearing

All tests prove that such an apple has been discovered, and like the King of all red apples—the Stark Delicious—this wonderful new Queen of yellow apples—Golden Delicious—was discovered by the Century-Old Nurseries of Stark Bro's, Louisiana, Mo.

The story of its discovery in the wilds of the West Virginia mountains reads like a romance of the Golden Age. For years this marvelous new variety has been subjected to the most rigid tests of every kind. The glorious way it passed every test has caused it to mount tremendously in our estimation. We believe that the wonder apple discovered by us nearly a quarter of a century ago—the Stark Delicious—has found its mate in the new yellow wonder apple—the Golden Delicious.

We urge every one to procure trees at this time for the following reason: Whenever an unusual opportunity comes into the world, those who are first to grasp it profit most from it. Remember the tremendous profits made by those farseeing orchardists who took our advice and planted generously of Stark Delicious when first introduced by us over a generation ago.

Those who obtain Golden Delicious trees now, will reap the big profits from this great apple, years ahead of those who wait for it to be extensively propagated before they plant it. If Golden Delicious is destined to yield you good profits, the sooner you realize this the better.

Long Looked For Apple: Joseph Gerardi, the well-known apple expert of Illinois, who has tested out practically all the leading varieties of apples, writes: "The public has long been clamoring for a long keeping Grimes Golden. If so able a man as Col. Brackett thought well of Golden Delicious, it is encouraging. Today (February 2nd) after sampling Golden Delicious I find that it retains the same high flavor as last September 23rd. Golden Delicious does not lose flavor by storage in ordinary cellar—a valuable quality not found in many apples. When I consider that this apple eats as well as Grimes Golden does in the fall and retains that same high flavor in the late spring, I feel certain that we have the long-looked-for apple, one that takes the place of Grimes after Grimes is gone. The size is just right—flavor of the highest—just enough acid to break the sweet; texture and shape are ideal and the color a waxen golden. I don't see how it could be improved upon. I foresee that it will be the first choice in our future orchards."

The Royal Pair: Golden Delicious and Stark Delicious are pre-eminent the leaders in their respective classes. The Stark Delicious stands at the head of the list of all red apples and likewise the Golden Delicious is undoubtedly the greatest yellow apple. These two splendid apples are the only varieties of the thousands we have tested which combine beauty, high quality, late keeping, ideal tree characteristics, hardiness, vigor, disease-resistance, and heavy, young-bearing to such a remarkable degree.

The Authoritative Description of Golden Delicious

THAT orchardists may better understand the worth of this great apple we here describe its characteristics as taken from the records of the U. S. Department of Agriculture and from notes made by Mr. Stark when he inspected the original Golden Delicious tree in the West Virginia Mountains.

New Variety Test: We never know a fruit thoroughly until we have personally visited the original tree to study its characteristics and habits—fruit, foliage, roots, and in fact every part of the tree that will have any influence on its future. The photo on the next page shows how minutely and carefully Mr. Stark examined this tree. He even dug the dirt away from the roots. He did this for several reasons:

1st: To prove absolutely that the Golden Delicious tree was a genuine seedling—a new variety. This was definitely proved. There was no graft or bud union whatsoever.

2nd: To make sure that the original Golden Delicious tree had a strong root system with big, vigorous brace roots. Some varieties have weak root systems and too few brace roots, causing them to die young, or blow over. In the photo of the Golden Delicious tree, the strong brace roots may be seen, absolutely anchoring it against wind and storms.

3rd: To determine its immunity to attacks of disease, insects and collar rot. No matter how good the apple, it cannot become a great success unless it has strong, healthy tree characteristics. The tree must get its food through strong, healthy roots resistant to attacks of all diseases and insects. Mr. Stark's investigation proved that the Golden Delicious tree had one of the strongest, healthiest root systems he had ever examined.

The Fruit—Its Characteristics: The apples are unusually large, waxen, golden yellow—about 50% larger than Grimes Golden; round, slightly conical, somewhat like Stark Delicious. Flesh is rich, creamy yellow with a faint tint of orange color. It is crisp, firm and a delicious, sparkling, sub-acid flavor, very similar to Grimes Golden, though more spicy. It is the one yellow apple superior to the Grimes. The flesh is more solid than Grimes.

It is juicy, with an exquisite, aromatic flavor as delicious as a fine pear. Can be eaten in October, yet will keep until late spring and still retain its sprightly, refreshing quality. The skin is strong and sturdy enough to protect the apples from injury, thus making it a splendid shipper. In fact, shipping tests have shown that it will withstand more rough handling and is harder to bruise than any other high-quality yellow apple. Golden Delicious apples have been shipped in loosely packed barrels from West Virginia to Missouri, then re-shipped and held perfectly in ordinary storage until late in the spring.

The solid, firm flesh resists bruising to a remarkable degree, but when it is bruised, the bruises do not rot, but seem to dry up like they do on Stark Delicious. Golden Delicious is a most valuable market apple—the Queen of quality and beauty. It is the best yellow apple for the home orchard. For eating fresh Golden Delicious has no superior, and it is a fine cooking apple. Mr. Mullins reports that it makes excellent apple butter without sugar.

Luther Burbank, the Wizard of Horticulture, says that Golden Delicious is of "excellent quality."

That great orchard authority, Hon. Silas Wilson of Iowa and Idaho, backed by long experience and the owner of some of the largest orchards in the West, says: "Golden Delicious is the best quality of any new apple I have tasted since the advent of Stark Delicious—a longer and better keeper than Grimes." What more could be said?

L. H. Bailey, Dean of the College of Agriculture of Cornell University, Editor of the Standard Cyclopedia of Horticulture, and one of our greatest horticultural authorities, wrote us last February—"It (Golden Delicious) is solid and firm in every way and the flavor excellent."

Prof. U. P. Hedrick, the great horticulturist of the New York Experiment Station and author of "Grapes of New York," "Plums of New York," "Cherries of New York" and many other noted horticultural publications, says: "Golden Delicious is the most promising yellow apple that I know of and in my opinion is well worth pushing."

Benj. Buckman, a nationally known horticultural experimenter of conservative judgment, a man who has tested thousands of apples, and one of the best apple judges in the United States, says Golden Delicious is—"Rich, more juicy, tenderer and spicier than Grimes Golden, which is more praise."

Bearing Qualities: We have tested thousands of apples, but never before such young and constant bearers. Even when literally loaded, apples were large and uniform. Mr. Mullins writes: "The original Golden Delicious tree is again loaded with a heavy crop although the season was very severe."

Think of it! An eleven year old tree that has given seven consecutive crops under most adverse conditions, and several seasons when all other varieties were killed. Due to late blooming, heavy pollen production, unusual vigor and hardiness of tree and blossom, Golden Delicious has proved a sure annual bearer. Moreover, it does not drop, but hangs firm until long after picking time.

It is not only a sure bearer and a heavy bearer, but it is the youngest bearer we have ever tested. The big, life-size photo on the back of this page is the picture of a top graft that was set the previous year. Only eighteen months elapsed from the time the graft was inserted until it had grown up and borne this tremendous crop of fine, big, yellow apples. Our records show no bearing record to equal this. This great young-bearing record was made in our test orchards right here at Louisiana, Mo.

Mr. Stark took the photograph himself. Reports from all sections where it is being grown are without exception all extremely favorable. We have reports this spring from states as far West as Idaho and Washington, stating they have fruit on grafts that were inserted only a year ago. Everywhere these young-bearing, heavy bearing characteristics are proving to be true of the Golden Delicious under all the varied conditions of soil and climate from the far East to the great Northwest.



Original Golden Delicious Tree—Ideal Shape, Vigorous, Loaded with Apples

Shipping and Keeping: The crisp, creamlike flesh of the Golden Delicious is solid and firm, with a snapping, breaking quality that makes it delicious even at picking time, and yet it holds its spicy, refreshing flavor until late spring. Mr. Mullins, the originator, has kept fruit off the Golden Delicious grown on unsprayed, uncultivated trees until May in an ordinary cellar. The samples he first sent us came in April, and it was one of these that we sent to the United States Pomologist, Col. G. B. Brackett. It was this same apple—the first to reach the United States Department—which caused such a furore among the experts there. The Golden Delicious, as grown here in our orchards at Louisiana, Mo., has again proved that it keeps until late spring—months after the Grimes is gone.

Prof. S. A. Beach, author of "Apples of New York," one of the foremost apple judges of the country, says: "It is evident that the Golden Delicious is a very much better keeper than Grimes Golden."

The United States Department of Pomology, in its official records, describes the Golden Delicious as a "very good keeper."

Thos. F. Rigg, Horticultural Editor and Experimenter of Iowa, in referring to Golden Delicious, says: "As a keeper it is far superior to Grimes Golden."

Tree Characteristics: Every successful orchardist considers first the characteristics of the tree he plants. Fine quality fruit is necessary, but it is of far more importance that the tree be strong, healthy, long-lived and disease-resistant—a good profit-maker.

Varieties like Spitzenburg, Grimes Golden and Winesap are examples of weak or poorly rooted trees that should be avoided. After long experience we, however, by a special growing method which we call our "Double-Life" Process (Registered U. S. Patent Office), have overcome these trunk and root weaknesses.

The great Stark Delicious has become the most popular apple because of marvelous quality, great hardiness, sturdiness of tree and blossom, its heavy pollen production, its strong root system, healthy foliage and heavy young-bearing characteristics. As a result of every possible test the Golden Delicious bids fair to rank as high among yellow apples as the Stark Delicious does among red apples. The quality and beauty of the Golden Delicious every one admits, but it is the remarkable combination of perfect fruit and an ideal orchard tree which places it at the very top of the list of all yellow apples.

Hon. Silas Wilson, in reporting on Golden Delicious as grown in his big 800-acre orchards up in Idaho, says: "Golden Delicious seems to be as hardy as Stark Delicious, Wealthy, etc."

In our nurseries it has proved to be one of the strongest and thriftiest growers. Orchard trees are so strong that a single small branch bearing an enormous crop gave not the least sign of breaking or splitting. The body has proved to be remarkably resistant to attacks by disease and insects. In shape the tree is ideal—upright spreading—one that can be easily trained into the ideal low-headed, spreading tree which reduces to the minimum the cost of spraying and picking.

The leaves are very large and of a healthy dark green. In our nurseries the rows of Golden Delicious can be easily distinguished because of this beautiful, unusually dark green foliage.

When Mr. Stark first visited the orchard where the original Golden Delicious tree stands, he found the trees of all the other varieties of apple practically defoliated by fungous leaf diseases. The one tree in the entire orchard that showed a strong, healthy foliage was the Golden Delicious—and it had never been sprayed or cared for. This vigorous foliage will mean much to the orchardists who are wise enough to plant heavily of this apple, for the foliage is the "factory" for the plant food that goes into the fruit. A tree which drops its leaves prematurely cannot properly mature a crop. Golden Delicious has, even during the dry summers, shown remarkable drought resistant qualities, and on poor, hillside land, where other varieties produced only small crops of gnarled, under-sized fruit, the Golden Delicious bore a full crop of large, handsome apples.

Widely Successful: Golden Delicious has been tried and it has not been found wanting—it has proved a success under widely varying conditions of soil and climate; it has produced splendidly on poor, thin, hill land; it has flourished on heavy, rich soil and it has broken all young-bearing records on clay soils. Truly a remarkable apple!



Strong Roots of Original Golden Delicious, Mr. Stark Inspecting

The Trail of the Golden Apple

1919 by PAUL CLARENCE STARK

THE age of discovery is not past. Wonderment such as Balboa's when he "stared at the Pacific," the thrill of Columbus as he first sighted land in the New World, and exultation akin to Champlain's when he, first of white men, beheld Niagara Falls, may sometimes be experienced right here in the Twentieth Century.

In fact, I have experienced just such a thrill and such exultation! Ralph Waldo Emerson has said "If a man can write a better book, preach a better sermon, or build a better mouse trap than his neighbors, though he build his house in the woods, yet the world will beat a path to his door." This is the story of a better apple tree that made its house in the woods, in fact in the wilderness of woods and mountains. This little account of its discovery is an attempt to show the world the path to its door.

One day late in April, my brother, Lloyd C. Stark, found on his desk a small box containing three yellow apples. At our office we yearly receive many hundreds of such boxes from persons who believe that they possess new varieties worthy of propagation. In the vast majority of cases these turn out to be the old varieties, or new seedlings of questionable value. Only once in many years does a really valuable new variety appear. Consequently my brother rather expected to find that these three apples were members of a variety already known.

To begin with, they looked and smelled like Grimes Golden. But there were two disturbing facts. They were longer in shape than the Grimes, and here they were in prime condition late in April, whereas the Grimes would have rotted to pieces three or four months earlier.

My brother bit into one of these apples, but almost instantly his jaw froze motionless, and his eyes took on the appearance of one in a trance.

For years we had been looking for the long-keeping, supremely good tasting, deliciously flavored yellow apple. Our teeth have bitten into thousands of golden varieties in the hope of coming upon the Great Taste, the Supreme Golden Apple.

What my brother was experiencing in that moment was the Great Taste. Here at last was the yellow apple for which our palates had hankered for a score of years. Here, it seemed, was just the right blend of sweetness, spiciness, juiciness, and fine, crisp texture needed to make it the greatest yellow dessert apple in all the world.

There was a commotion around our office for the next few days. We didn't waste any of those precious apples. We cut one up into tiny slices and all our experts were called in to give us their decisions. They concluded that this apple was a brand new variety even superior to the Grimes in flavor, and a far later keeper.

We had one whole apple left, and this we sent to the late Col. Brackett, Chief U. S. Pomologist, at Washington, D. C. Friends present at the time have told us how the Colonel came hurrying into the front office, with a little slab of our precious apple perched on his knife blade. "Taste this, here is a new apple that is even better than the Grimes Golden," he cried.

In his letter to us he spoke most glowingly of this apple. Of course further investigation was necessary before any one could say with certainty that the Great Yellow Apple had at last been discovered.

One thing necessary was a trip to see the actual tree with apples on it. All we knew was that it was growing away up on a mountain side in the wilds of West Virginia, miles from a railroad. But even if it was at the end of the world, we must visit that tree. We must be the first to beat a path to its door.

Therefore in late September, when the new crop of apples was almost ripe, the writer took the thousand mile trip to the little railway station in West Virginia which is about 20 miles from our tree. As I stood on the little platform and saw the train move away, I experienced all the thrills of the Great Adventure. Somewhere over the mountain trails 20 miles away a wonderful tree was supposed to stand, heavy with delicious fruit, rivaling the Golden Apples in the Fabled Garden of the Hesperides.

With a former Texas ranger for a guide, I started on horseback for the Mullins farm. Heavy rains having rendered the fords impassible, we tramped on through the pathless, trailless mountain brush. Often we dismounted and led our horses. Our path lay among rhododendron and wild dogwood. It seemed the strangest place in all the world to be looking for a wonderful new apple tree. And yet, somehow, at every height of ground I expected to see that wonderful tree gleaming golden yellow across the valley. And it kept getting bigger in my imagination with every mile, for, here in these same West Virginia mountains over a century ago, was found the original seedling tree of the far-famed, luscious Grimes Golden, until now the unquestioned queen of all Yellow Apples.

Finally my guide said, "Well, here we are at last," and we turned into a path leading up to a farm house. It was the Mullins farm, somewhere within the bounds of which the marvel tree was supposed to be growing. There was no one at home, but back of the house, on the rising mountain side we could see a large orchard, therefore I hastened in that direction. My guide showing no inclination to pursue the quest further, I left him behind as I climbed up among the hillside trees.

And then I had one of the greatest disappointments of my life. Here I had come over a thousand miles and climbed 20 miles over the mountains, and what did I see? An orchard of wild seedling trees, no two alike, only a few of ordinary quality, and the great mass having the appearance of runts. Among the whole lot there was not a single tree that I would care to have in my own orchard, much less introduce and advertise to the whole world!

Feeling that my bubble had burst, I stood and looked back over the farm below me. Nowhere could I see an apple tree with even a hint of the marvelous about it. I now began to figure on getting back to my train.

And then, not thinking, I turned squarely around and gazed farther up the mountain side. Then I saw it!

Far up in the topmost corner of the field was another small group of apple trees, most of which appeared leafless and barren. But gleaming forth from the midst of them, like a diamond amid straw, was one tree that seemed to have stepped fresh out of the Garden of Eden, it was so fresh and strong and vigorous.

It had a solid wall of dark green foliage, and its boughs were bending to the ground with an enormous crop of great golden apples.

With a whoop, I started up that hill on the run. Even as I climbed, the doubt flashed through my mind that I might be mistaken. The tree might be a Grimes Golden. But as I came up to it, I was struck with the size of the apples. They were one-half to three-fourths larger than the Grimes. Taste would decide it. So I reached out and picked an apple. And there, on top of a mountain "somewhere in West Virginia," I found again the same rich, mellow, spicy, delicious flavor that I had experienced months before and over a thousand miles away, when these three apples had arrived in our office at Louisiana, Mo.

And just as I had eaten my apple, core and all, I turned to see Mr. Mullins, with an "I-Told-You-So" smile on his face, climbing the hill to welcome me.



Original Golden Delicious Tree Bearing a 12 Bushel Crop, and Mr. Mullins, the Originator, Holding a Big Cluster of Golden Delicious Apples

Originator's Statement

This first statement by Mr. Mullins, written several years ago, when he first sent us this remarkable apple, has proved very conservative. The tests in many other sections have shown that his first claims were exceedingly modest.

STARK BROS., Louisiana, Mo.

Gentlemen: I am sending you a box of apples from a seedling tree in my orchard. Everyone who tastes them thinks they are as good as Stark Delicious. They are so rich and spicy that they will make apple butter without sugar.

This seedling tree has never been pruned or sprayed and grows on a poor hillside half way up on one of our West Virginia hills, still the apples are fine and are such sure bearers. The tree and blossoms are very hardy and it has never failed to bear a crop. The apples hang evenly all over the tree and do not drop off. The tree is healthy and has fine, dark green foliage that does not drop off during the summer like the other trees. It is the healthiest and finest growing tree in my orchard in spite of the neglect.

This apple ripens along with the other late winter apples. They keep fine and do not rot; remaining crisp and nice until late spring. I found some in my cellar in May, sound and nice. I am sure this tree is a seedling because it stands on my farm which has been in the hands of our family for forty years. The tree is now only about nine years old and to my knowledge has borne big crops for the past four years. I don't know how many crops it bore before then.

Last year the tree bore twelve bushels of fine fruit and this year it has a good crop although the rest of my orchard and neighboring orchards are failures. Four years ago there were no apples in this country, but this tree had a full crop.

A. H. Mullins

LATER: About three-fourths of a crop this year while the rest of the orchard is almost a complete failure owing to a cold sleet in early spring. The orchard up the creek (six standard varieties) that you and I visited last year is a total failure. A. H. M.



"Most Delicious of all Yellow Apples"
Golden Delicious

This Photograph was taken at Louisiana, Mo., only
18 months after graft was set—A world's record for
young and heavy bearing.

Introduced and Owned by

**Stark Bro's Nurseries
and Orchards Company**
Louisiana, Mo.